

# PAUL HOLLOWAY

Marketing Manager

## CONTACT

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## PROFILE SUMMARY

Dynamic and results-oriented professional with over 20 years of experience in retail & management, product development, and brand marketing. Proven track record in leading cross-functional teams, managing the end-to-end product lifecycle, and translating consumer insights into compelling product solutions. Passionate about lifestyle apparel and culture with a keen understanding of market trends and consumer behavior. Adept at creating innovative product strategies, enhancing brand visibility, and driving sustainable growth.

## EDUCATION

2020 - 2021

### PARSONS X COMPLEX

Yellowbrick Streetwear Essentials Program

2017 - 2019

### ELGIN COMMUNITY COLLEGE

Elgin, IL

Music Production and Business Management

2011-2013

### HARPER COLLEGE

Palatine, IL

Associates with a focus in Business Management  
Fashion, Music Performance, & Art appreciation

## WORK EXPERIENCE

### For Good & Company

2023 - 2024

Account Coordinator

- Spearheaded account management for prominent clients, including Adidas, Kaiser Permanente, Boys & Girls Club, and Snipes, demonstrating strong leadership and collaboration skills.
- Led the development and enhancement of project briefs, ensuring alignment with client objectives and market trends.
- Initiated and managed project launches, optimizing ROI and maximizing sales revenues through targeted market research and effective marketing campaigns.

### Zero8one5

2019 - PRESENT

Founder/Owner & Creative Director

- Oversaw the end-to-end product development lifecycle, from concept ideation to commercialization, ensuring high-quality standards and adherence to deadlines.
- Utilized various platforms and tools to manage social media accounts, enhancing brand visibility and engagement.
- Conceptualized and created digital assets to support brand identity and marketing initiatives, leading to increased consumer engagement and brand loyalty.

### Nike - ETW

2021 - 2022

Candidate Experience Coordinator-  
Global Talent Acquisition

- Directed all aspects of candidate experience and coordination, working closely with cross-functional teams to ensure a seamless recruitment process.
- Managed multiple project timelines concurrently, demonstrating advanced organizational skills and attention to detail.

### Zumiez

2014 - 2021

Store Manager

- Drove store sales through strategic product placement and visually compelling displays, leveraging data-driven insights to optimize inventory and enhance consumer experience.
- Recruited, trained, and developed a high-performing team, managing staffing logistics and scheduling to ensure efficient store operations.
- Successfully implemented marketing strategies and exceeded sales targets, earning recognition as Regional & Divisional Rookie Store Manager of the Year.
- Won MVP & voted most inspirational at the company's manager's retreat

### Journey's Shoes

2012-2014

Store Manager

- Recruited, onboarded, and developed a skilled management and sales team, serving as the primary source of product knowledge and consumer expertise.

## SKILLS

- Product Development & Management:** End-to-end product lifecycle, apparel construction, and development.
- Market & Data Analysis:** Quantitative and qualitative data analysis, consumer insights, and trend forecasting.
- Leadership & Collaboration:** Cross-functional team management, strategic vision, and project coordination.
- Communication:** Strong presentation, interpersonal, and written communication skills.
- Technical Proficiency:** Microsoft Office, Keynote, Adobe Creative Cloud (Photoshop, Illustrator, Lightroom), and advanced graphic design skills.

## HIGHLIGHTS

- Excellent problem-solving skills
- Trained in MMX & LPX
- Screen printing, embroidery, & DTG expert
- Managed Nike/Clot pop-up shop in Los Angeles, overseeing consumer experience and activation build-out.
- Served as a judge for Sneaker Week PDX's sneaker design competition and managed consumer brand activation at Chicago's ComplexCon.
- Conducted consumer and marketplace analysis for Jordan & Nike SB footwear teams, delivering actionable insights and trend reports.